

Minutes of
CHEROKEE COUNTY
TOURISM DEVELOPMENT AUTHORITY
April 21, 2011

The Cherokee County Tourism Development Authority met at 9:30 a.m. on April 21, 2011 at the Western Carolina Pacesetters Adventure Center.

Members present were Eric Carlson, David Wood, Gil Hargett, Danny Slucher, Phylis Blackmon and Candy Roberts. Absent were Karen Nash and David Raxter. Also present were Sherry Bell Dukes and Tara Noland.

Media present: Dwight Otwell from the Cherokee Scout.

Phylis Blackmon agreed to serve as Secretary of the TDA and to continue to take the minutes.

After the invocation and the pledge to allegiance, motion was made by Gil Hargett, seconded by David Wood, and unanimously adopted, that the minutes of the April 7, 2011 meeting be approved.

Eric Carlson suggested that the board go through an education and training process before launching into action, listening for several meetings then setting goals and procedures, going about the process in a thoughtful way. Everyone present agreed.

Candy Roberts gave the Finance Officer's report based on the last full fiscal year. She also reported that the new legislation regarding the TDA has much less severe penalties for not paying occupancy tax. She also submitted a revised income statement from the Cherokee County Chamber of Commerce for March 31, 2011.

After discussion of the Cherokee County Welcome Center and the Andrews Visitor Center, the following motions were made:

Motion was made by David Wood that the county open a separate bank account for the Tourism Development Authority. The motion was seconded by Eric Carlson and unanimously passed.


Motion was made by Eric Carlson that the Cherokee County Chamber and the Andrews Chamber use the funds they have on hand to pay expenses defined in Columns 1 and 2 on the spreadsheet provided by Candy Roberts, said spreadsheet being attached hereto, until the TDA adopts additional procedures relative to expenditures. The motion was seconded by Danny Slucher and unanimously passed.

Motion was made by Eric Carlson that, effective immediately and until the TDA adopts additional procedures relative to expenditures, whenever something is needed by either Chamber from Columns 3 or 4 of the attached spreadsheet, that Chamber will bring a request to the TDA, with the exception of commitments made prior to April 21, 2011 which will be honored. The motion was seconded by David Wood and unanimously passed.

Next was a discussion of activities which can be promoted to bring additional tourists into Cherokee County and to cause them to stay longer.

The next meeting was set for May 5, 2011 at Crawford's Campground.

There being no further business, the meeting was adjourned at 11:25 a.m..



Phylis J. Blackmon, Secretary

Cherokee County Tourism Development Authority

Finance Officers Report

April 21, 2011

- 1)** The estimated cost allocation of occupancy tax dollars in the past is as follows:

Welcome Center	\$ 67,216.71	57%
Vistors' Center	\$ 9,024.18	8%
Tourism Promotion	\$ 37,293.96	32%
Misc & Admin	\$ 4,260.85	3%

See detailed breakdown of estimated expenses attached.

- 2)** The county is collecting the legally allowed 3% administrative expenses before disbursing the occupancy tax.

Estimated Cost Allocation of Occupancy Tax Dollars

	Welcome Center	Vistors' Center	Tourism Promotion	Misc & Admin	Total
Cherokee Co. Chamber of Commerce					
Wage Expense	39,361.42				39,361.42
Mileage - Local			87.45		87.45
Payroll Tax Expense	3,335.83				3,335.83
Accounting				3,632.70	3,632.70
Insurance	346.00				346.00
Supplies - Office			1,827.17		1,827.17
Maintenance			454.79		454.79
Advertising/Marketing			27,708.11		27,708.11
Telephone Expense	2,825.81				2,825.81
Internet	143.04		143.04		286.08
Utilities Expense	2,245.22				2,245.22
Postage & Shipping			2,135.13		2,135.13
Rent Expense	18,000.00		960.00		18,960.00
Computer Repair & Maintenance			311.55		311.55
Hospitality	548.32				548.32
Website Expense			1,379.79		1,379.79
Publication/Print Expense			-		-
Meetings & Conference			1,491.93		1,491.93
Dues & Subscriptions			295.00		295.00
Bank Service Charges				-	-
Interest Expense - Sign				128.15	128.15
Janitorial Supplies	411.07				411.07
Andrews Chamber of Commerce					
Advertisement			500.00		500.00
Contract Labor		8,050.00			8,050.00
Donation				500.00	500.00
Miscellaneous				-	-
Office Supplies				-	-
Telephone		974.18			974.18
Total	\$ 67,216.71	\$ 9,024.18	\$ 37,293.96	\$ 4,260.85	\$ 117,795.70
	57%	8%	32%	3%	

Note: These are estimated costs based on the last full fiscal year reports submitted by both Chambers of Commerce.